

BIGGEST ATLANTIC CITY SEASON IS AT HAND

All Jersey Coast Resorts Expect Record Number of Summer Visitors.

ATLANTIC CITY, N. J., June 5.—Atlantic City's biggest season from every indication is at hand. Hotel owners, with bookings for the summer running far in excess of their past record of previous years, are making ready for the advance of shore travel leading this way and expect to see the city overflowing with visitors within the next fortnight. They have made splendid improvements—every one of the 300 hotels on or near the ocean front showing more interesting features and greater comfort than ever before.

More amusements have been added, many of them spectacular. Where it was once the thing to get up before breakfast and stroll along the Boardwalk to the inlet and sip a glass of

mineral water it is now quite the fashion to amble along the esplanade to the same locality and take a spin in a flying boat over a fifteen mile course as a prelude to the day's fun.

The season got a flying start on Decoration Day. The first batch of life guards went on duty—fifteen of them—the pick of the veteran corps, manning eight of the bathing zones and officially opening the 1915 season. Dr. Charles Rossett, the director of the beach patrol, pitched his big emergency tent at South Carolina avenue and got ready to preserve the high standard of efficiency established by his men during the last two years.

The "floating population" took to the surf like ducks with the arrival of the life guards, and on the very first day several thousand happy visitors enjoyed their initial plunges into the combers. Before the fourth of July the entire patrol will have been placed on duty, eighty athletes, all well trained, each having passed a hard test in seamanship and swimming in all kinds of weather. There will be no "political guards" on duty. The list will be drawn from 500 persons, men who have known service along the beach.

Besides the main hospital tent at South Carolina avenue emergency hospitals will be established within the next two weeks at Maryland, Kentucky, Mississippi and Chelsea avenues, each in charge of youthful, but capable, physicians, well drilled in the use of all the life saving equipment, including the pulmotor and the lung motor, which have contributed to the fine record of the life saving corps.

The beach has been divided into four districts, each under command of a captain, who is directly responsible to Chief Surgeon Rossett for the efficiency of his men. Keen rivalry between the forces has helped to bring the corps into top notch form, and no sea is too turbulent for the redoubts to dare if the exigency arises.

A new type of lifeboat has been placed on the beach. It is much lighter, built along the lines of the dories used by the fishermen who go out in all kinds of weather from the strand, and much more seaworthy and easy to handle. Experiments have shown that these skiffs can cut through the water with the speed of a racing shell with two men at the oars. A smaller "doughnut" or buoy, which is handier and just as light

brushing and brightening up the beach front for the pleasure of the million or more "foreigners" who will drop in from time to time during the next four months. The big problem of the rolling chairs has been nicely solved by the construction of regular "paths" twice the width of the wicker "pullmans" with narrow plank runways with rubber tires instead of the cross-strip system as employed in the decking of the boardwalk proper. This assures a smoother ride for the chair, increases better the use of the "bumpy-bump" far, as the connoisseurs used to wobble over the cracks of the esplanade surface.

The pushes now "shift the trail" with their patrons, regulating the traffic almost automatically, for the rollers must stay on these special strips and the promenade no longer scrolls in fear of revealing barbed wire.

New pavilions have been constructed outside of the wooden mall. They are of two kinds, one is of concrete, built on massive lines, the other is of fine Oregon red fir. The latter will have interlocking tile roofs of the blue and white color, giving a pretty striped finish, which will greet visitors a week hence. These shelters are entirely free to the public. The city has expended \$250,000 in providing this additional seating space.

To further beautify the decking, flower boxes are being installed on the outside of the Boardwalk, ornate concrete and tile boxes attached to the under-structure of the decking toward the inlet, because of the increased traffic in that direction and the spreading out of the cottage and hotel colony.

The work of the Federal dredge Albion, built at a cost of \$165,000 by a Congressional appropriation for permanent duty in keeping the inlet open, has already resulted in the establishment of a fourteen foot channel, which is to be gradually deepened to twenty-five feet. This vessel has opened the way for both yacht and passenger steamship travel into one of the finest natural harbors along the Atlantic seaboard.

One of the first results has been the incorporation of two steamship companies to operate passenger and freight vessels between Atlantic City and outside points, Philadelphia and New York, and possibly Baltimore will be included this season, the first line starting its schedule by July 1.

Inlet skippers have placed their big pleasure sail yachts in commission and are doing a nice early season business. A number of new vessels have been added to the fleet.

Flyboating, however, is the king bee of the seashore amusements just now. Kenneth Jaquith, who carried many passengers at Palm Beach last winter, opened up his aviation camp at the beach end of Melrose avenue, close to the inlet, a fortnight ago. One of the innovations is the taking of moving pictures of the flights and for a consideration one may "see oneself in the movies."

Staging of an open air night carnival on the Boardwalk and beach, probably the finest stage for such assemblages to be found on this side of the Atlantic, is the task, to which the managers of the "City's annual celebration on June 24 and 25 have addressed themselves.

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